

Name of Region East Name of Project Area: Kentucky River Government E-services

Planning and Outreach Priorities	Broadband planning and outreach priorities for this Project Area: <ol style="list-style-type: none"> <li><b>1. Adoption</b></li> <li><b>2. Utilization</b></li> </ol>
Project Area Boundaries	Boundaries for this Project Area: <b>Kentucky River Area Development District</b> (All Counties)
Priorities (Sector/Geography)	Priority sectors and/or geographies for focus in this Project Area: <b>Government Services online</b>
Availability, Adoption, Utilization Gaps	Broadband availability, adoption, or utilization gaps for focus in this Project Area: <ol style="list-style-type: none"> <li><b>1. Broad adoption issues – all need more adoption</b> (economics)</li> <li><b>2. Lee, Owsly, Magoffin, Martin, Jackson need availability</b></li> <li><b>3. Inconsistent offerings from local government e-services</b></li> </ol>
Project Area Working Group Membership	Individuals who have agreed to be members of this Project Area Working Group: <ol style="list-style-type: none"> <li><b>1. Mike Miller, Kentucky River ADD</b></li> <li><b>2. Eunice Holland, Kentucky River ADD</b></li> <li><b>3. John Chester, Kentucky River ADD</b></li> <li><b>4. Sandy Runyon, Big Sandy ADD</b></li> <li><b>5. Joe Jacobs, Big Sandy ADD</b></li> <li><b>6. Mike Patrick, Cumberland Valley ADD</b></li> <li><b>7. Whitney Chestnut, Cumberland Valley ADD</b></li> </ol>
Project Area Working Group Chair	Individual who has agreed to chair this Project Area Working Group: <b>Mike Miller, Kentucky River ADD</b>
Next Steps	Next steps and timeframes guiding the work in this Project Area: <ol style="list-style-type: none"> <li>1. Engage local service providers</li> <li>2. Judges, mayors, chambers, econ developers, school admins</li> <li>3. Local champions, the “doers”</li> <li>4. Late summer – early fall</li> <li>5. Continue “non-adopter” survey</li> </ol>

**\*\* If additional space is required, please attach additional pages to this template. \*\***

Approved: May 31, 2012 - KY Broadband Central Planning Session Michael D. Miller  
Project Area Working Group Chair

## **Project Area Focus**

- Kentucky River ADD
- Focus: Strategies for local governments to enhance use of the Internet to deliver public services.

## **Project Area Profile: (Baker/SNG Team responsibility)**

The task will be to develop a project area profile, drawing on data in recent reports. Special attention will be provided to the following areas:

- a) Identify characteristics of leading and lagging utilization by local governments.
- b) Identify main barriers to adoption and utilization by households and small businesses.

## **Identify, contact and recruit stakeholders for Initial Planning Session (Sept)**

### ***Stakeholders Recruitment***

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

### ***Types of Stakeholders to be Recruited***

- A. Utilization by Local Governments
  - Local governments
  - Chambers of Commerce and similar organizations
  - Services Organizations ( ex: Lion's Club, Rotary, and similar)
  - Non-Profits

## **Logistics**

- a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
- b) Identify how invitations will be sent out, including follow-up and registration process.
- c) Other logistics: refreshments, audio-visual aids, etc.

## **Purpose of Initial Planning Area (IPA) Workshop in September**

- a) General awareness & education around broadband availability, adoption and utilization
- b) Presentation of Project Area Profile
- c) Discussion and issue identification within focus area: local government utilization
- d) Priority setting
- e) Identification of general strategies for dealing with priority issues

